

FSC-166-B		10/8/96	
SUBJECT: Non-Contracted RJR Retailers - RJR Promotional Resource Clarification			
DISTRIBUTION:			
<u>X</u>	AVP	<u>X</u>	KAM
<u>X</u>	RSM	<u>X</u>	AM
<u>X</u>	RBM	<u>X</u>	Reg.Mil./DF Mgr.
<u>X</u>	ROM	<u>X</u>	AE
		<u>X</u>	DM
		<u>X</u>	RM
			MIL
			DF
			REP

(Please disseminate as needed to applicable Sales Representatives)

As you are aware, RJR Retail Marketing Plan contracts and selling approaches fully support the Industry Approach for the obvious Category Management reasons.

In RJR Non-Contracted retail outlets that are signed to competitive agreements, our strategy is quite simple -- RJR does not allocate promotional resources. It is extremely important that we continue to apply this strategy consistently across the marketplace.

If you feel that exceptions to this guideline are necessary, it is important that all exceptions be approved by the Area Vice President prior to implementation at retail. While we expect that exceptions will be few, any exceptions to promote may include DPC, Gap, and/or Ceiling Strategy dollars, but may not include National Workplan, or any promotional programs that are outside of our defensive "Meeting But Not Beating Competition" parameters.

Your continued support in the execution of this promotional strategy is critical to the success of our current and future retail programs.

Dave

D. L. Wilmesher
North East Sales
Area Vice President

Jim

J. W. Best
Southern Sales
Area Vice President

Rick

R. M. Sanders
Western Sales
Area Vice President

Pat

P. J. Cundari
Mid-West Sales
Area Vice President

R. J. REYNOLDS TOBACCO COMPANY

51859 8151

To: Macleod, Stephen
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 10/8/96 14:15
Opened: 10/9/96 20:23
Subject: FWRD: FSC-166-B Non-Contracted RJR Reta

STEPHEN, DOES THIS GO OUT TO ALL REPS OR JUST SALES REPS AND MGRS?

PLEASE ADVISE.....

===== <Forwarded Letter> =====

From: Davis, Carla C.
To: 1610
Subject: FSC-166-B Non-Contracted RJR Retailers
Posted: 10/08/96 15:54
Priority: Normal

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